

Marisa Gu

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EDUCATION & HONORS

University of Georgia, Grady College of Journalism & Mass Communication, Athens, GA

May 2024

Bachelor of Arts in Journalism and Mass Communication

GPA: 3.95/4.00

Major: Advertising | Minor: Design and Media | Certificate: New Media

Honors & Awards:

- **Morehead Honors College:** Admitted to honors community to pursue rigorous coursework in addition to traditional courses
- **Presidential Scholar:** Recognized for four consecutive semesters for achievement of 4.0 grade point average
- **Zell Miller Scholarship:** Awarded merit scholarship covering full cost of UGA tuition for previous academic performance

The Westminster Schools, Atlanta, GA

May 2020

High School Diploma

Honors & Awards:

- **Honor Roll Student:** Bestowed upon students who maintained an A average throughout their four-year academic career
- **Writing Fellows:** Served as a writing mentor and developed a writing portfolio through weekly workshops

PROFESSIONAL EXPERIENCE

Firebirds Wood Fired Grill, Peachtree Corners, GA

May 2021 – December 2022

Restaurant Hostess

- Communicated with guests and restaurant staff to guarantee customer satisfaction, smooth service, and high table turnover
- Maximized efficiency of simultaneous duties (i.e., greeting guests, clearing dining room) to create a positive dining experience
- Sharpened people and management skills through mastery of restaurant operations, customer service, and training of new hosts

Pamela Diaz Martinez, Atlanta, GA

June 2020 – August 2020

Public Relations Intern

- Authored a series of blog posts to highlight artist Pamela Diaz Martinez's work and promote her professional collaborations
- Spearheaded a revision of Pamela Diaz Martinez's Squarespace website and streamlined online content to feature new work
- Planned and managed Pamela's Instagram takeover for the Museum of Contemporary Art of Georgia (MOCA GA)

LEADERSHIP & INVOLVEMENT

New Media Institute, Athens, GA

August 2023 – Present

Capstone Project Manager & Design Director

- Researched the Crawford Investment Counsel's operations to devise a redesign of their website and user experience (UX)
- Designed client deliverables, including checkpoint and final presentations, to ensure proposal's adherence to client objectives
- Presented findings and proposed solutions to a final capstone project panel of New Media Institute alumni and industry guests

Talking Dog Agency (Paw Print Non-Profit Center of Excellence), Athens, GA

September 2022 – Present

Digital Media Specialist

September 2023 – Present

- Produced marketing strategies and deliverables to help non-profit client (Share the Magic Foundation) achieve foundation goals
- Led the design and implementation of client's digital media plans and strategies, including website and social media development

Creative Coordinator

September 2022 – May 2023

- Partnered with 4 team members in a corporate agency setting to serve a local non-profit organization's mission
- Developed a marketing and branding strategy and designed visual presentations to increase brand awareness and reach

Rouge Magazine, Athens, GA

August 2021 – Present

Communications Coordinator & Social Content Creator

- Strategized and implemented publicity events and marketing campaigns to enhance Rouge's positive image and brand messaging
- Coordinated end of semester release party to celebrate and promote the publication of a new magazine issue
- Curated and created entertaining and interactive content for Rouge social media platforms to increase target audience engagement

UGA Miracle, Athens, GA

September 2020 – May 2023

Events Committee Member

September 2021 - May 2022

- Fundraised \$1,782 in 2022 to support Children's Healthcare of Atlanta and championed for Miracle families
- Organized logistics and entertainment for Dance Marathon, UGA Miracle's 26.2-hour capstone fundraising event

Ignite Committee Member

September 2020 - May 2021

- Fundraised \$2,503 in 2021 to support patient and families of any of Children's Healthcare of Atlanta's medical centers
- Advocated for the needs of Children's Miracle Network Hospitals and Children's Healthcare of Atlanta's patients and families by attending organization-wide meetings, participating in local outreach events, and leading UGA Miracle-wide fundraising initiatives

SKILLS & INTERESTS

Microsoft Office | Travel | Canva | Mystery TV Shows | Web Development (HTML/CSS, Bootstrap, WordPress) | Target